

Nick Lombardi

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Director of Sales

Accomplished and commercially-minded executive with over 25 years of experience providing sales and business growth of organizations in highly competitive markets.

Demonstrated background of new product/service introduction, budget planning, and strategic marketing initiatives to improve sales and revenue. Solid track history of managing sales teams through technologies, efficient solutions, and mobility, while managing and negotiating contracts for projects. Strong communication skills combined with the ability to build robust relationships and effectively manage competing demands resulted in achievement of challenging goals.

Areas of Expertise

- B2B Sales Operations
- Team Development & Training
- Product & Channel Development
- Accounts Management
- Marketing Plans & Assessment
- Promotional Campaigns
- Client Relationship Building
- Revenue & Sales Generation
- CRM

Accomplishments

- Built startup sales team from 1 inside rep to 8 field reps.
- Increased operational excellence across Quill Pen Company for territory of luxury writing instruments to promotional products distributors worth more than \$5M.
- Designed Reward & Recognition programs to increase incremental revenue from strategic accounts.

Career Experience

Director of Sales, Rocketbook, Boston, Ma

2018 – 2020

Grew overall sales of a Boston based startup while streamlining promotional products distributor channel. Devised best plans and practice to hire, train, and manage manufacturer's rep companies. Enhanced personal capabilities of sales reps along with a remote customer service team. Increased account base through in person meetings, webinars, and trade shows.

- Increased revenue in two years by 159% through insightful business plans and management.
- Maximized sale team from one person to a team of eight to improve work efficiency.

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Sales Director, Kangogift.com, Cambridge, Ma

2014 – 2018

Devised innovative approaches for the employee engagement platform within sales department. Recognized and designed target accounts to support outbound marketing program. Led the onboarding procedures for clients on recognition platform. Involved in coordination of RFP process while liaising with business stakeholders.

- Developed a sales pipeline structure for Kangogift to increase customer service and excellence.
- Produced and executed digital marketing collateral by assessing latest trends.

Strategic Account Manager, TharpeRobbins Company, Attleboro, Ma

2013 – 2014

Provided account management with introduction and implementation of the Employee Engagement and Recognition platforms. Engaged with various departments to ensure implementation process within timeframe. Carried out detailed assessment of monthly metrics for process efficiency. Identified business opportunities and executed new solutions to increase revenue within organization.

- Increased incremental revenue from diverse client base with an average of 60%.

Owner, Marketsmart Promotions, Franklin, MA

2008 – 2013

Provided distribution plans of branded items and apparel to the SMB market. Consulted with business professional on overall marketing trends and strategies. Designed and implemented client's incentive and recognition programs. Hired and trained three independent sales contractors through leadership skills.

- Accomplished business profitability from year 1.
- Grew sales team from 1 to 3 commissioned sale reps.

Additional Experience

Regional Sales Manager, Quill Pen Company - Cranston

Owner/Publisher, Travelhost Magazine - Boston, MA

Regional Sales Director, Northstar Travel Group - Secaucus, NJ

Education

Bachelor of Science in Marketing

Rowan University – Glassboro, NJ